Guvernator's Restaurant

608 East Broad Street.

Oysters and Clams All the Year Round

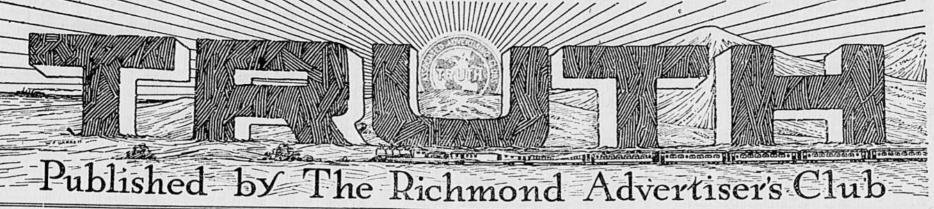
> SEA FOOD A SPECIALTY



OFFICERS OF THE CLUB. President, M. S. Knight; Vice-President Treasurer, Ralph Dombrower Address commu



VOL. I.



FRIDAY, AUGUST 27, 1920

No. 29



DIRECTORS M. S. Knight S. T. Learning Ralph Dombrowe Robert Saville W. S. Campbel Gervas Taylor

R. P. Harrison

means Best Coffee

Tea

Rice

Aradon

POPULATION OF RICHMOND

-Difference.

172,550 171,667 883

-Richmond City Directory, Published June 1, 1920. -Census Report, Published August 26, 1920.

Have you a complete City Catalog on your desk?-The City

HILL DIRECTORY CO., Inc. Mutual Building, Richmond

Virginia Engraving Co., Inc.

Photo-Engravers Artists and Designers

8 and 10 North Eleventh St., Phone Randolph 318.

Phone Madison 7517-4. 717 East Grace Street. On September Pirat

better have

WHITTET

MAXIME'S

French Pastries and

Cakes of Quality

207 North Fifth Street.



Good for the Eyes

The S. GALESK Optical Co.

Kodak Headquarters

The Safe-Cabinet The World's Safest Safe' lears the Highest Endorsement of the Underwriters' Luboratories.

Underwriters' Imborntories Inspected Safe Class A No. Underwriters' Laboratories Inspected Safe Class B No.

THE SAFE-CABINET COMPANY, M. M. Friedman, Agency Manager, 13 North Seventh St. Madison 207. Pichinond, Va.

Taxpayers

We invite you to come in and talk over your accounting and tax problems, or at your request we shall call at your office.

Company, Certified Public Accountants

should have their accounts stated in conformity with the Fed-ral Tax requirements and scien-life accounting.

Pullen, Henderson &

Richmond, Lynchburg, Raielgfi, Vn. Va. N. C.

(ME IN

PURE (O FRUIT

MAVORING EXTRACT

Largest Selling Brand in U. S. L. F. SAUER CG. RICHMOND, VA.

Electrical Work of

Every Description

Complete Line of Electrical

Morris Hunter

This Space

Reserved for

COTTRELL

SADDLERY CO.

WATCH IT

HIGHEST MEDALS



print it.

We Write All Lines of INSURANCE

SURETY BONDS

has a distinctive service to

render Advertisers. Ask the

Randolph 1

FREDERIC

Spight" Studios

ADVERTISING

-TELEPHONE - RAN. 2942-

D. A. PRENTISS

Oldsmobile

COLUMBIA STORAGE

BATTERIES.

Phone Randolph 400

Grant

Saxon

1012 T.D.BLDG.

Advertising Department.

Gibson, Moore & Sutton, Inc 308-9-10 Mutual Building.

wide development and nation-wide publicity, unselfish as between persons, cities, counties and sections, and is officered by citizens The Times-Dispatch " 'Whereas, the Advertising Clubs of Geor-

Mosmiller

FLORIST

115 East Main Street.

here with all their beauty and fragrance.

Phones, Madison 1117-1118.

Electric Motors

Repaired

QUICK SERVICE

Wingfield & Hundley

All the season's flowers are

dium of the Georgia Association.

to be maintained at the Capitol Building.

gia have obtained for Georgia the 1921 con-vention of the Associated Advertising Clubs and purposes and the definite program of possibilities and put it down beside that of Georgia, it would be as Pike's Peak compared of the World, comprising the pilots of com-merce of the world in its more than 20,000 and has consented to lend his official support membership and more than 175 clubs; and

-"And Our Home Is Not in Georgia."

shocked the other day when an esteemed

Richmond citizen asked us if our home was

in Georgia. At first we could not imagine

why such a question should be put to us, but

when we inquired we were informed by said

c. r. c. that our "piffle" about Atlanta would

lead one to think that we were paying taxes

on about fourteen city blocks in that fair

city. Here and now we want to go on record

and state in no uncertain manner that our

home never was in Georgia, and probably

never will be, but we do believe that we can

In the language of the Postum Pot-

"there's a reason" for our talks about the

way they do things in the State to the south

If you will pardon us, esteemed Richmond

Citizen, we shall here quote an artele from

the Southeastern Grocer, the same being pub-

lished in Richmond's original "goat getter."

entire State of Georgia, unselfish as to per-

sons and communities, has been submitted to

me as Governor, and it has been approved

and adopted by the directors of the Georgia

Association and the Advertising Clubs of

"It calls for the raising of a fund of \$300,

000 for advertising Georgia, her vast re-

in the South

"A definite plan for the advertising of the

take a little lesson from Georgia.

Our "bumpus ego" was considerably

"Whereas, the Georgia Association has project; be it made a valuable beginning through motion pictures and otherwise for a nation-wide publicity and advertising campaign, and has unter the Advertising Clubs of Georgia and the ties and Georgia is.

Program for Today

The second of the eight advanced conferences on Advertising and Selling will be held today. The subject under discussion:

"The Middleman-Is He an Essential or Unessential Factor in Distribution?"

The discussion will be led by Mr. P. L. Ezekiel, of Ezekiel & Co., wholesalers and jobbers in rugs and house furnishings. Jesse C. Duke, Esq., will present the arguments on the negative side of the question.

This subject is of great interest to the public, and we shall gain much for the thoughts of these gentlemen.

The hour of the lunch is 12:55 P. M. sharp. At the Business Men's Club, which is on the tenth floor of the American National Bank

sources in agriculture and her industrial and der way numerous enterprises for the develcommercial possibilities to make her supreme opment of the State's resources and for the improvement of health, educational and civic conditions in the State; and

"The advertising campaign is tentatively "'Whereas, the directors of the Georgia planned to begin in January, although the Association, after careful consideration, so-called 'followup' of prospective land buyagreed that the sum of not less than \$300,000 ers and new business for Georgia will be over at least a three-year period through the mewould be required for the successful execution of a program so comprehensive; and

"The raising of the \$300,000 is expected to take not more than a month. Work of Associated Advertising Clubs of the World "'Whereas, the coming convention of the preparing an intensive organization will be- is an added incentive for such a nation-wide liamsburg. gin about August 1st, through headquarters publicity and advertising enterprise at this "At a meeting of directors of the Georgia

"'Whereas, the Advertising Clubs of Geormously after two and one-half hours' de- desiring to aid in every way to carry out the DO, VIRGINIA CAN DO IT BETTER." program of the Georgia Association for their "Whereas, the Georgia Association has development have provided a definite plan been organized in the sole interest of stateand volunteered their services for the execution of the same; and

representative of every section and every im- Governor of Georgia, has given his hearty en- alive, if you were to write the story of Virmitted by the Advertising Clubs of Georgia, to Church Hill. to the carrying out of the co-ordinated look the cold, unflinching facts straight in

Newspaper, Magazine and General

Advertising Planned, Prepared and Profitably Placed.

Governor of Georgia hereby sponsor the nation-wide and state-wide publicity and advertising program, subject to such changes as may be made by the committee in charge, and fix the sum of \$300,000 to be raised by public subscription and otherwise as equitably as possible among the counties of the State."

What Does This Mean?

Three hundred thousand dollars, and for what purpose, please? "To advertise Georgia, her vast resources in agriculture and her industrial and commercial possibilities to make her supreme in the South."

There you have it. "A definite plan for the advertising of Georgia unselfish as to persons and communities."

Say what you please to the contrary, the spirit here shown is the spirit that wins; it is the spirit that has already gone far towards making Georgia "supreme in the South," and with such a large sum in hand to exploit the advantages of the State before the world there is little doubt but that they are going to make good on their threat to make "Georgia supreme in the South."

Contrast this state of things with conditions as we find them here at home. We find a few long-headed, city-loving men working like Trojans to establish a hoat line hetween Richmond and New York, the advantages of which must be apparent even to a sixteen-year-old lad, meeting with every conceivable difficulty in getting the people of Richmond to invest in the stock of the com-

And if any man were to suggest the raising of a fund of three hundred thousand dollars to be spent in mere advertising to tell the people of America what the "Mother of States" has to offer them in the way of commercial possibilities, climate, agriculture and the like, he would forthwith be deemed an insane person, whose address should be Wil-No, esteemed Richmond Citizen, we are not

even sarcastic; we are not using that strong-Association and Officers of Advertising Clubs of Georgia in my offices last Friday, this self-explanatory resolution was adopted unani-That is, if all the citizens in Virginia

would forget selfishness, pettiness and greediness, and put their shoulders to the wheel and push; push all the time, not for one day "'Whereas, Honorable Hugh M. Dorsey, or for one week, but all the time. Why, man dorsement to the Georgia Association's aim ginia and its commercial and agricultural and purposes and the definite program of possibilities and put it down beside that of

But-in spite of all of this, we have to the face and admit, as big a shame as it is, "'Resolved. That the Georgia Association, that we are not cashing in on our opportuni-

CECIL, BARRETO & CECIL

Advertising

NEW YORK

RICHMOND



Calling to your attention the best place for business men and women to eat-

Murphy's Dining Room

Nothing Like It-

HONEY FRUIT THE GUM WORTH CHEWING Deliciously Different

Made in Richmond-Sold FRANKLIN CARO CO., Richmond, Va.

Better Printing— Better Advertising

The Shop of Better Printing Garrett & Massie, Inc. 1309-11 E. Franklin Street Madison 7304

Guilding on Glass, Cornice Signs Show Cards, Bronze, Brass Nickel and Etched Glass Signs Pressed Metal Signs Made 1

Grace Sign Co.

STEREOS

and MATS

quickest and best service in

VIRGINIA STATIONERY CO.,

PRIME RIBS

OF BEEF

Richmond Cafeteria

The Oldest Agricultural Journal

In America.

Ninth and Cary

our modern plant.

EUGENE R. JONES & CO. S07 E. Main St. Mad. 7147. Members Stock Exchange.

Stocks and Bonds

We have excellent facilities

for the handling of securities

LOCAL SECURITIES

We Think as well as print

TRY US Williams Printing Co. 11-13-15 N. Fourteenth St.

Phone Madison 989 American Audit Company

PUBLIC ACCOUNTANTS. Richmond Branch, 214 Amer. Nat'l Bank Bids Large Quantities. CONSULTING ACCOUNTANTS.

100 Broadway, New York, ALLAN TALBOTT Resident Mgr

Audits Business System
Examinations Cost Systems

Home Office.

For Best Work and Satisfaction Go to

Southern Auto Repair Company, Inc.

920-922 West Broad Street.

Richmond, Va. Indison 630S. Randolph 1960.

You Can Have Your Old Carpets

Byod and Woven Into New Rugs

You Choose the Colors Call and see sample rugs.

RICHMOND AWNING CO., 214 North Ninth Street, Agents for Virginia and N. Carolina,

NOTICE!

Special sale on Screen Doors for one week. Prices from \$2.70 up, including all fixtures. Come in and compare our prices with Circulation, Over 100,000

The Southern Planter Semi-Monthly

Offices: 28 North Ninth Street P. O. Drawer 1236 Richmond, Va.

Newton-Woodward Hardware Corp., 613 East Broad Street.



Some Are Born

Thrifty, some acquire Thrift, and some have Thrift thrust upon them To all of those we offer our services—and also to those others who have yet to become Thrifty.

The Union Bank of Richmond 1104 East Main Street.

We Want You on Our Books Will Do Anything a Good Bank or Trust Company Can Do for You. Resources, \$42,000,000.

First National Bank The Oldest Bank in Richmond.

Interest in Savings Department Begins the First Day in Each Month. Vby Not Rent a Safe Deposit Box

The Best Stenographer in the World



WHO SELL ALLAN, SAVILLE & SNEAD, Inc. 501-2-3 Va. Ry. & Power Bldg.

THE REAL ESTATE

AGENTS

Phone Ran. 3326-3327.

1 to 6-Ton Capacity

Day-Elder

605-613 West Broad Street, Richmond, Va.

Wynne's Ice Cream

REMANADVERISING A GENCY INC

Virginia Trust Company

The Safe Executor

RICHMOND, VIRGINIA. Please Remember This-Our Business Is That of Acting as Executor,

Guardian and Trustee.

Established 1892-Twenty-Eight Years Ago-for That Purpose.

Appropriate Any Time.

MADISON 3510. FRESH STRAWBERRY.

SAN CARLOS

\$4.50 and \$5.50 Per Box

The Firms Who Are Wise AD-VISE

Brown Print Shop Where Governor Street Meets Franklin, Richmond, Va.

Sydnor Pump and Well Co., Inc.

Water Supply Equipment 1310 East Main Street,

Judicious Buying

Kirk-Parrish Co.

Maccar Trucks Is the verdict of many users

KING-WILSON MOTOR CORPORATION

So say all users of the Ediphystem. We will gladly ins your office, on your own we a result proving basis.

Worm-Drive Motor Truck

Note, first, that DAY-ELDER TRUCKS are built of very finest materials money can buy, and, second, they are the most reasonably priced WORM DRIVE trucks on the market. INVESTIGATE! KLINE KAR SALES COMPANY,

HAVANAS

Frank Moriconi & Co. Tenth and Main-Streets,

"Printing of Distinction"

"No Car Rides or

Drives Like the

JONES

Motor Car Co

CADILLAC."

Phone Madison 1896,

Richmond, Va.

THRIFT Rogers-Peet Clothes, all wool fas colors, save half the custom tailors' fee and last longer.